

THE COST OF OLD-FASHIONED SELLING IS HOLDING BACK MANY PHILADELPHIA INDUSTRIES

In a recent advertisement the Philadelphia Council of the American Association of Advertising Agents said:

"Perhaps no city in America has so high an average distributing cost added to its products as Philadelphia. This is due to the prevalence of systems of selling through selling agents located in other markets, and to the failure of Philadelphia manufacturers to make use of modern and more direct distribution methods, including advertising."

Many Philadelphia manufacturers are complaining about the high cost of production—of raw materials, labor and machinery. These are costs largely beyond their own control.

But they need not pay the high cost of wasteful distribution methods—costs that are within their control.

Much of the cost of old-fashioned distribution is an insidious waste, often

hard to trace. It expresses itself in narrow margins of profit, in fluctuating price lists, in slack seasons, followed by periods of expensive peak production, in cancellations and claims for adjustment.

The manufacturer who employs outworn selling methods is not doing his duty to himself, to his stockholders and to his city.

In holding his own business back, he is holding back the progress of the whole community.

Some Philadelphia manufacturers who have been sending their goods to the consumer through devious channels, with pyramided costs and profits, are beginning to see the light of a new era in selling.

When will those Philadelphia manufacturers who are afraid of modern advertising learn that the thing they ought to fear is their *failure to advertise?*

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman